



Results of the Q1 2009 E-Gov American Customer Satisfaction Index

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President and CEO
ForeSee Results
April 30, 2009

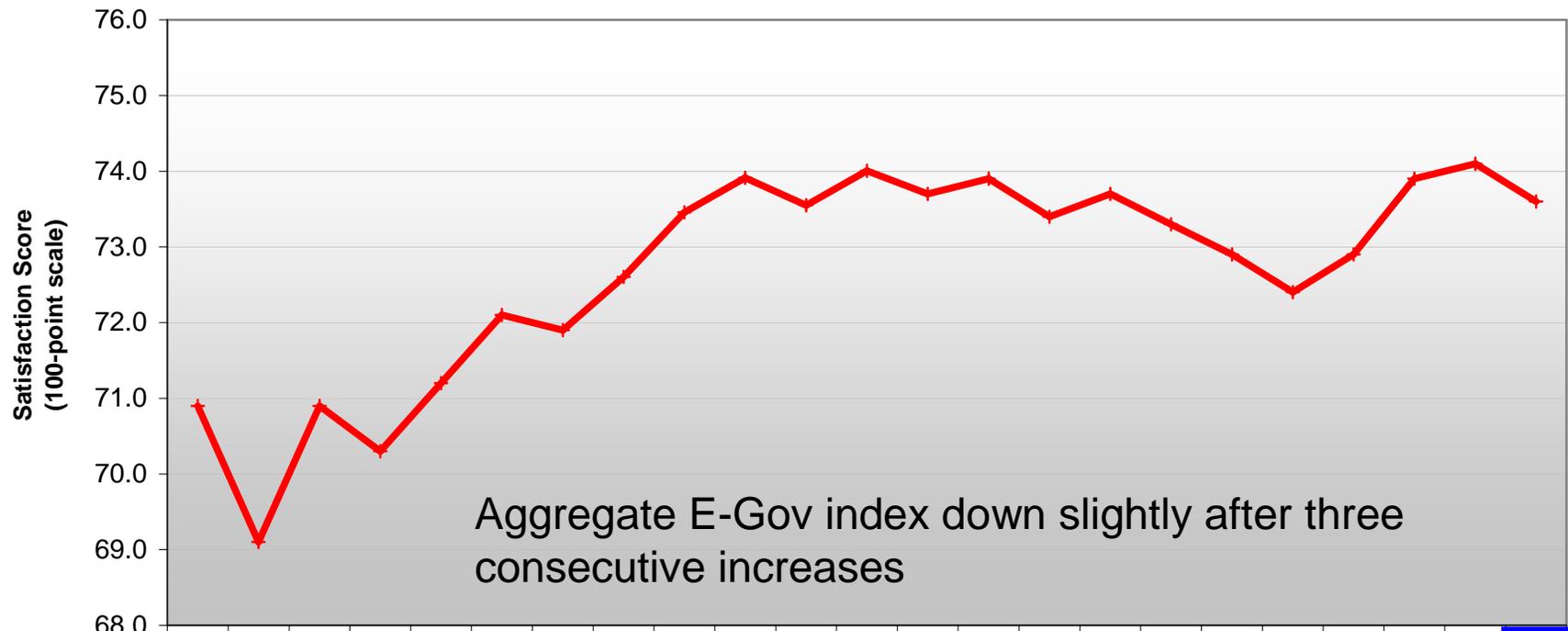




ACSI E-Gov Index Trend

Q1 2008 score of 73.6

ACSI E-Gov Index Quarterly Trend Line
2003-2009



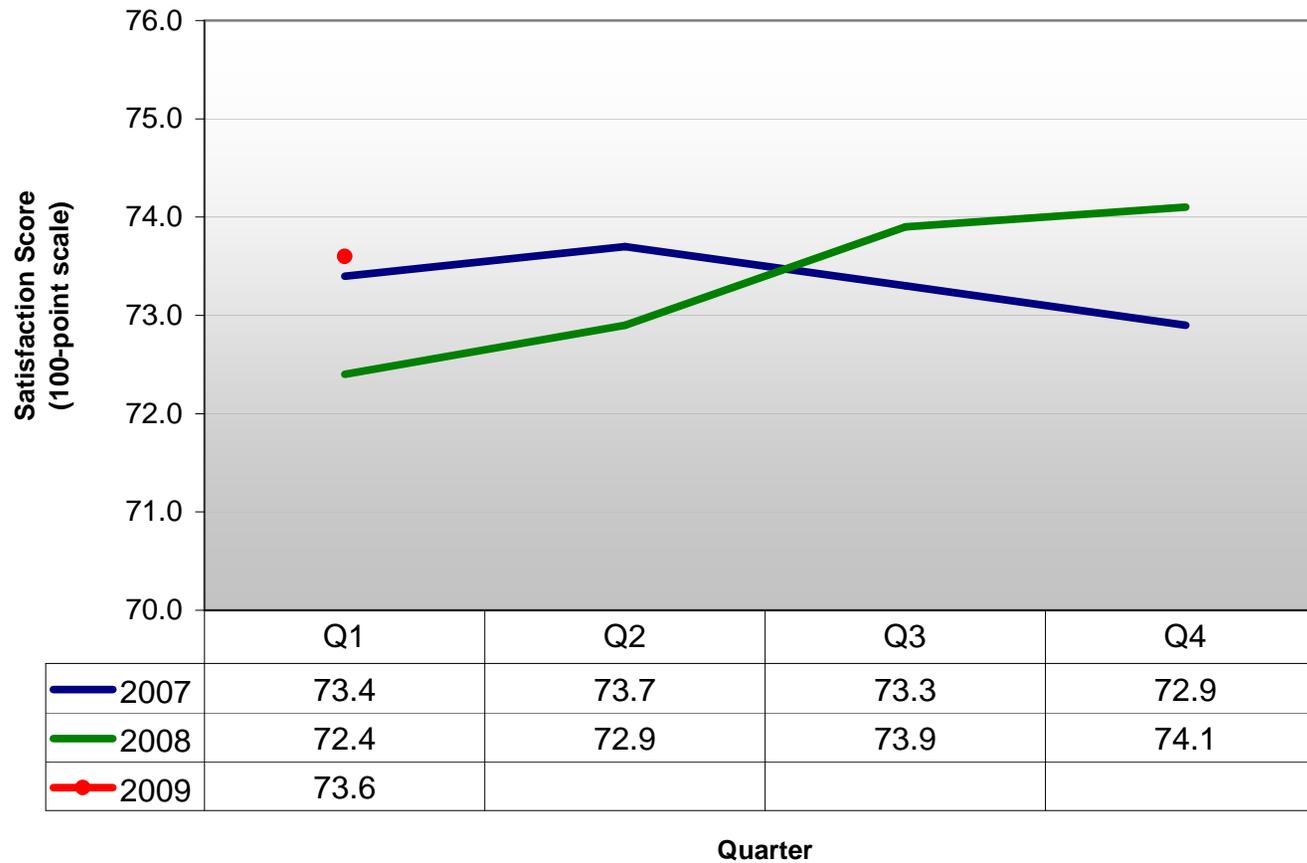
	Q3 03	Q4 03	Q1 04	Q2 04	Q3 04	Q4 04	Q1 05	Q2 05	Q3 05	Q4 05	Q1 06	Q2 06	Q3 06	Q4 06	Q1 07	Q2 07	Q3 07	Q4 07	Q1 08	Q2 08	Q3 08	Q4 08	Q1 09
— Satisfaction	70.9	69.1	70.9	70.3	71.2	72.1	71.9	72.6	73.5	73.9	73.5	74.0	73.7	73.9	73.4	73.7	73.3	72.9	72.4	72.9	73.9	74.1	73.6

- **Down 0.7% from Q4 2008**
- **Up 1.7% from Q1 2008**
- **107 Federal government websites and 280,610 visitors are represented**



ACSI E-Gov Index Trend, Year-Over-Year

ACSI E-Gov Index Quarterly Trend Lines
Year-Over-Year, 2007-2009





E-Gov Still Outpaces Offline Government

Citizens continue to be more satisfied with E-Gov than with Federal government as a whole.

E-Government Q1 2009	73.6
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- Real-time data collection from 107 Federal websites
- Almost 300,000 responses

2008 Annual ACSI Aggregate Federal Government Score	68.9
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- Experience with any Federal agency over the past year
- Over 1,000 responses collected (confidence interval +/- 1.1)

**Up 1.6%
over
2007**

+ 4.7 gap



E-Gov Still Trails Private Sector

The gap between E-Gov and private sector website satisfaction is smaller than in the past. *E-Gov trended upward in 2008, while E-Commerce trended downward.*

E-Government Q1 2009	73.6
ACSI E-Business Q2 2008 <i>(news/information, search engines, portals)</i>	79.3
ACSI E-Commerce Q4 2008 <i>(online retail, travel, auction, brokerage)</i>	80.0

**Down
2.0% from
Q4 2007**



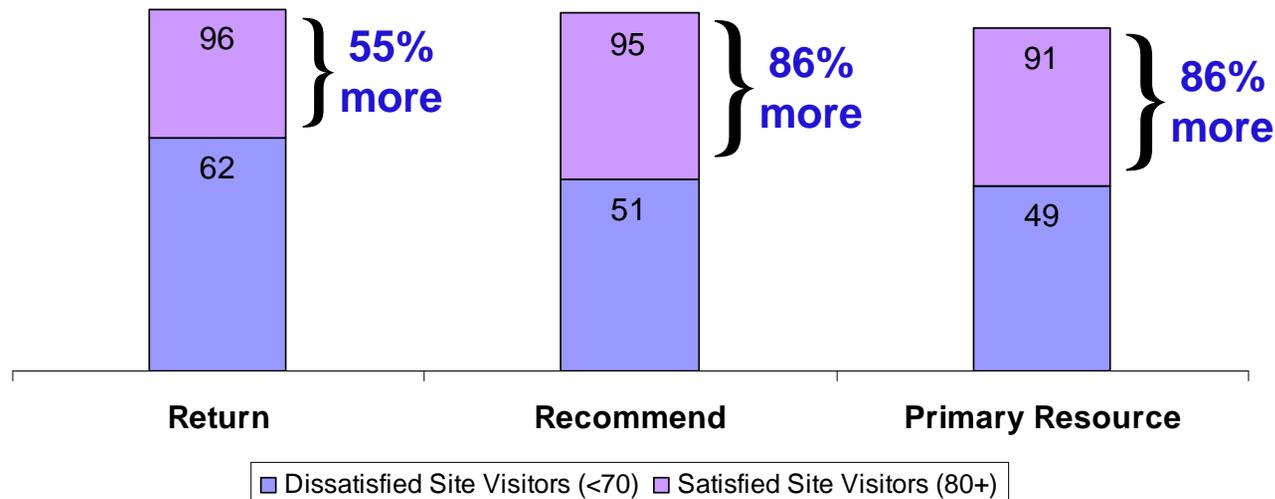
Citizens and Their Future Behavior

The Value of a Satisfied Citizen

Highly-satisfied citizens (individual site visitors scoring E-Gov sites 80 or higher) are significantly more likely than dissatisfied citizens (scoring less than 70) to exhibit desired future behaviors.

A satisfied site visitor is:

- **86%** more likely to use the site as a **primary resource**
- **86%** more likely to **recommend** the site to others
- **55%** more likely to **return** to the site





Why Strong Satisfaction is Important The Value of a site with strong satisfaction

Satisfaction consistently leads to desired future behaviors.

E-Gov websites that garner high levels of satisfaction achieve significantly higher likelihood to return, recommend, and use the site as a primary resource than lower-scoring sites.

	Top-Performing Sites (80 and above)	Bottom-Performing Sites (below 70)	Point Difference	Percentage Difference
Return	88.4	77.5	10.9	14%
Recommend	85.8	71.5	14.3	20%
Primary Resource	80.8	69.2	11.6	17%



Q1 2009 Top Performers

24 sites (22%) scored 80 or higher



Website	Q1 2009
SSA iClaim -- www.socialsecurity.gov/applyonline	90
SSA Retirement Estimator -- www.ssa.gov/estimator	90
Help with Medicare Prescription Drug Plan Costs -- www.socialsecurity.gov/i1020	88
MedlinePlus -- http://medlineplus.gov	85
MedlinePlus en español -- http://medlineplus.gov/esp	85
NIDDK -- http://www2.nidk.nih.gov	85
MyPBA -- https://egov.pbgc.gov/mypba	83
AIDSinfo -- http://aidsinfo.nih.gov	83
DoD Navy -- www.navy.mil	82
GobiernoUSA.gov website -- www.gobiernousa.gov	82
Peace Corps website -- www.peacecorps.gov	82
National Women's Health Information Center (NWHIC) main website -- www.4woman.gov	82
NIAMS Public Website -- www.niams.nih.gov/index.htm	82
BLS Occupational Outlook Handbook-- www.bls.gov/oco	81
NASA main website -- www.nasa.gov	81
CDC main website -- www.cdc.gov	81
Recruitment website -- www.cia.gov/employment	81
National Cancer Institute Site en Español -- www.cancer.gov/espanol	81
Federal Citizen Information Center -- www.pueblo.gsa.gov	81
FBI main website -- www.fbi.gov	80
DoD Air Force -- www.af.mil	80
TOXNET -- http://toxnet.nlm.nih.gov	80
Department of Defense main website -- www.defenselink.mil	80
National Park Service main website -- www.nps.gov	80



Notable Satisfaction Score Improvements

- **Largest recent (Q-over-Q) score improvements achieved by:**
 - +4 – Department of State Alumni (to 75)
 - +4 – Federal Consumer Information Center (FCIC) Consumer Action (to 73)
- **Largest Q1 over Q1 score improvements achieved by:**
 - +9 – DoD TRICARE (to 69)
 - +7 – Recreation.gov (to 71)
- **Hall of Fame**

Largest score improvements since start of measurement, among 86 sites with at least one year of continuous participation in the Index:

 - +21 – GSA.gov (to 77)
 - +13 – DoD TRICARE (to 69)
 - +11 – Alcohol and Tobacco Tax and Trade Bureau (USTTB) (to 69)

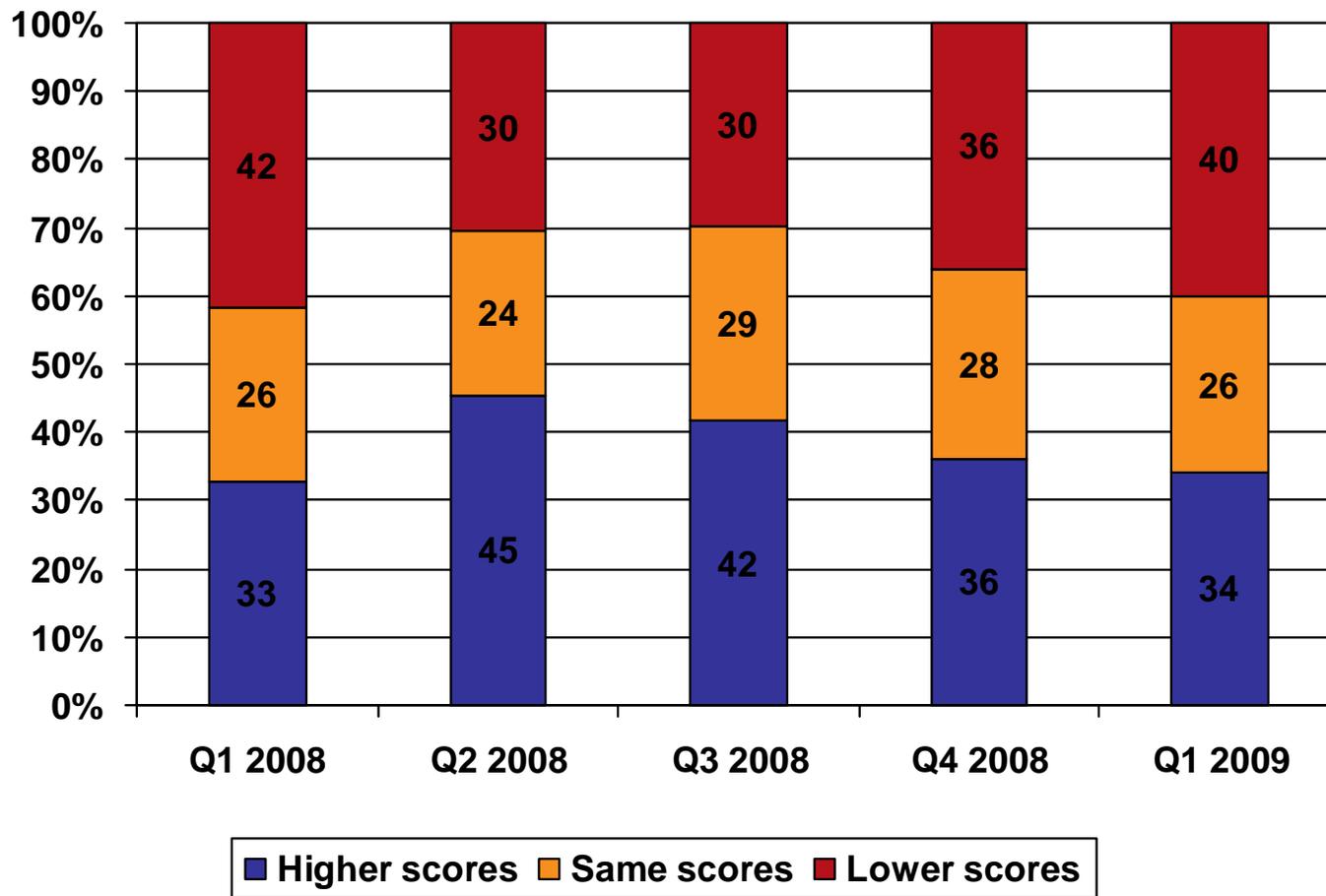
In addition, 21% have improved by 5 or more points since entry in the Index.





Website Satisfaction Score Changes Quarter over Quarter

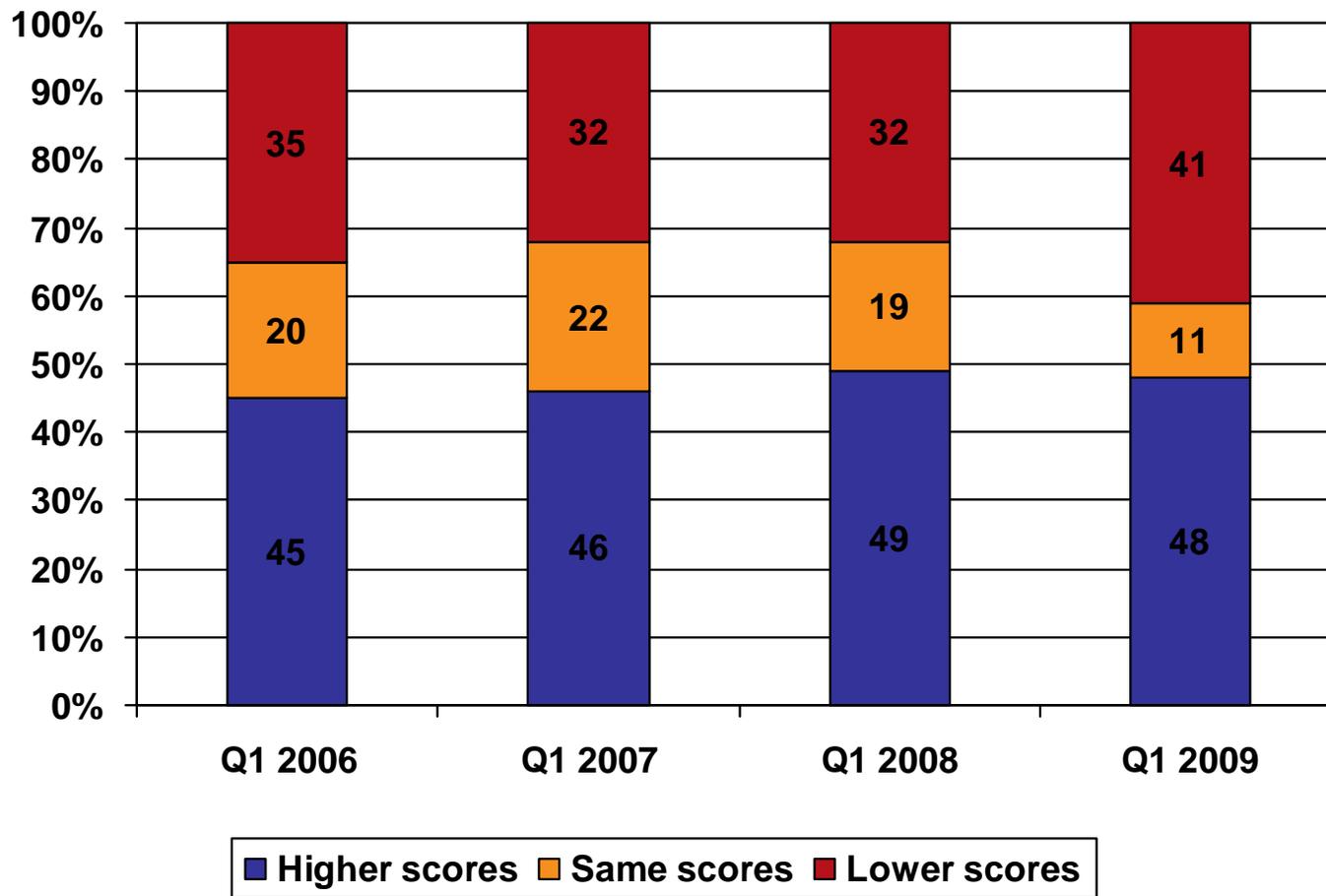
Percent of sites with higher, same, lower scores:





Website Satisfaction Score Changes Q1 over Q1

Percent of sites with higher, same, lower scores:





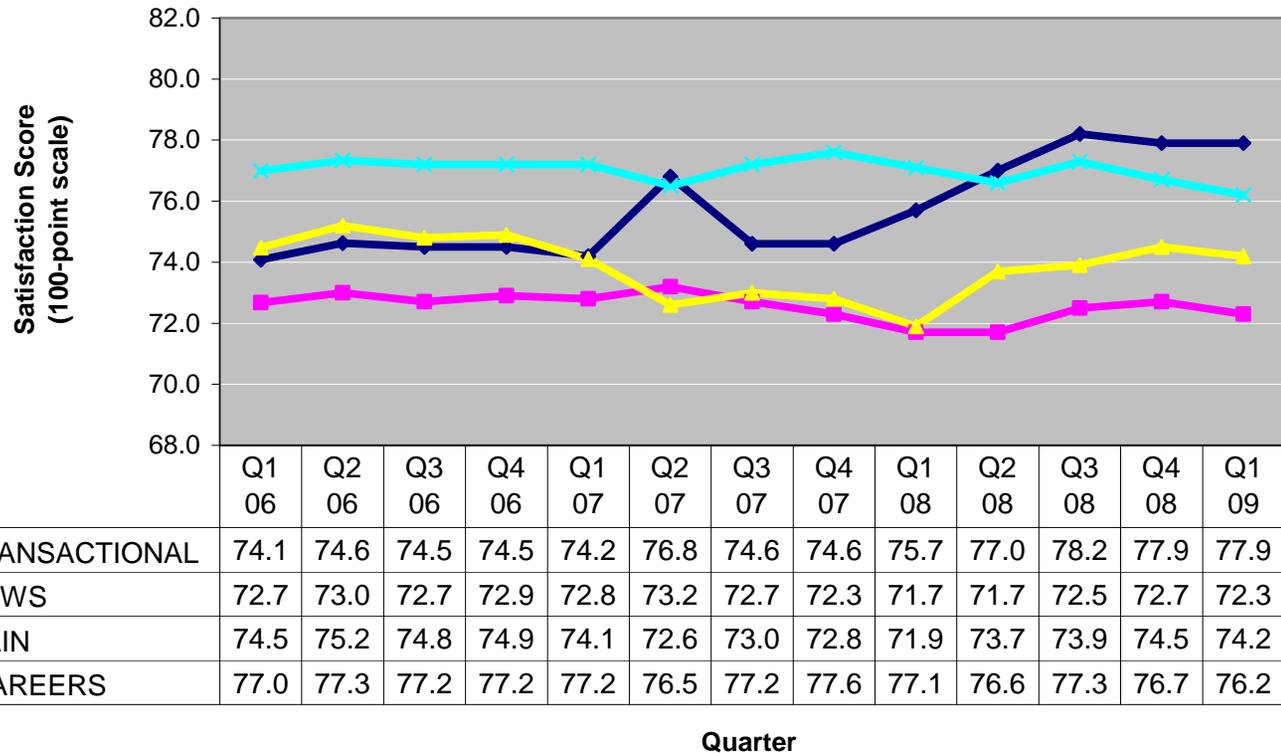
Functional Category Satisfaction Trends

ACSI E-Gov Index Quarterly Trend Lines by Functional Category, 2006-2009

Key Points:

E-Commerce/Transactional maintaining lead

Portal/Dept Main Sites ahead of Information/News for 4 quarters



Recent Functional Category Trends:

E-Commerce/Transactional: Maintaining highest score

Information/News: Slight decline

Portals/Main Sites: Stable/Slight decline

Recruitment/Careers: Slight decline



Functional Categories: Year-Over-Year

Year over year, Satisfaction increased by two points for both the E-Commerce/Transactions and Portals/Main Sites categories.

	Q1 2008	Q1 2009	% Change
E-Commerce/Transactions	76	78	+3%
Recruitment/Careers	77	76	-1%
Portals/Main Sites	72	74	+3%
Information/News	72	72	0%



Functional Categories: Score Range

	High Score	Low Score	Range of Scores
E-Commerce/Transactions	90	70	13
Recruitment/Careers	81	74	4
Portals/Main Sites	82	61	25
Information/News	85	51	64



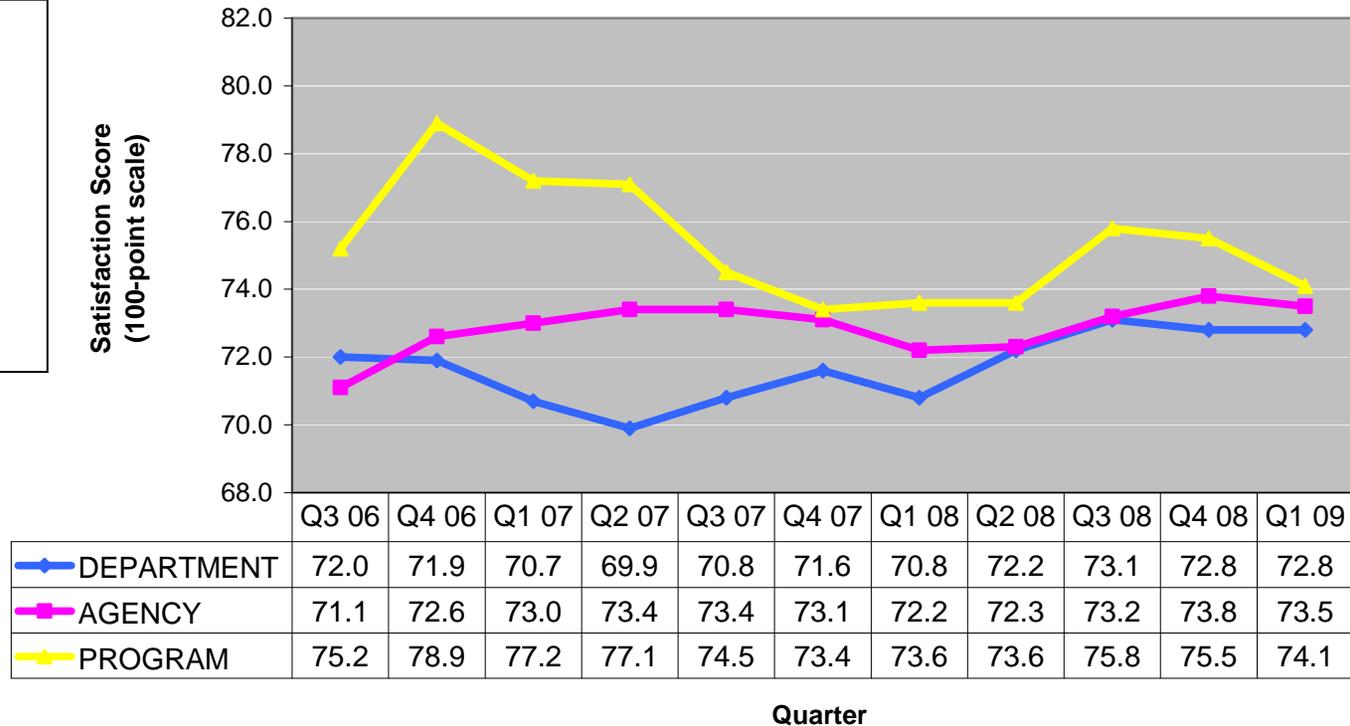
Organizational Category Satisfaction Trends

ACSI E-Gov Index Quarterly Trend Lines by Organizational Category, 2006-2009

Key Points:

Program sites have experienced the greatest score volatility

Program sites have had the largest recent drop



Recent Organizational Category Trends:

Department: Stable

Agency: Stable/Slight decline

Program: Decline



Organizational Categories: Year-Over-Year

Year over year, Satisfaction increased by two points for both the Department and Agency site categories.

	Q1 2008	Q1 2009	% Change
Department	71	73	+3%
Agency	72	74	+3%
Program	74	74	0%

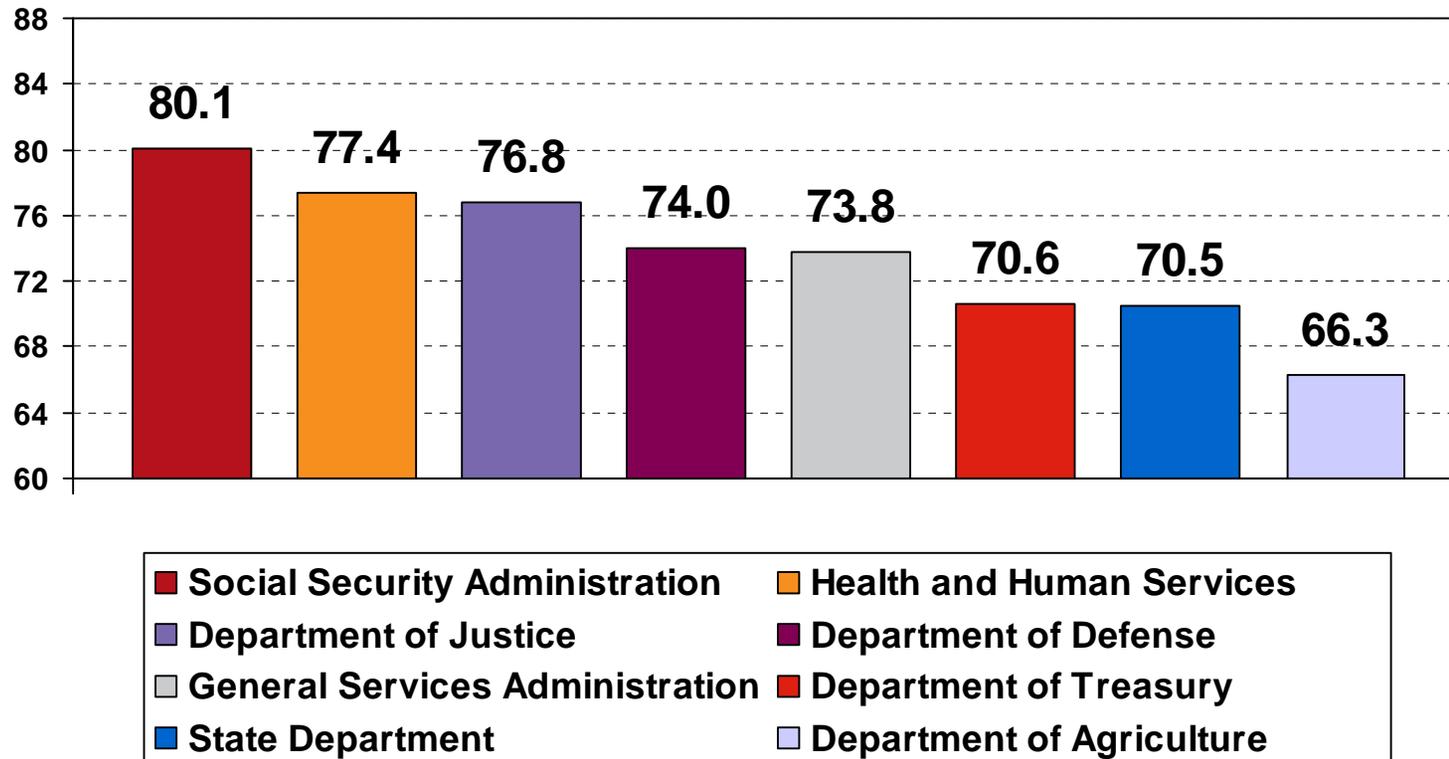


Organizational Categories: Score Range

	High	Low	Num of Sites
Department	81	68	14
Agency	90	58	66
Program	85	51	26



Q1 2009 Department Scores



Once a department or agency has five or more sites in the Index, aggregate scores are calculated for the department overall. This quarter, there are eight qualifying departments.



Top (1 or 2) Priorities to Impact Improvement

Overall Priorities

- Functionality 49%
- Navigation 30%
- Search (for search-intensive sites) 91%

E-commerce/Transactional

- Look and Feel 58%
- Tasks/Transactions 50%

Information/News

- Search 89%
- Functionality 49%

Portal/Dept. Main Site

- Search 96%
- Functionality 52%

Recruitment/Careers

- Navigation 75%



How to Improve ?

- **Measure**
 - We cannot manage what we cannot measure
 - Measure on a continuous basis
- **Intelligence**
 - Turn data into information, and information into intelligence
 - With intelligence we will make smart decisions
- **Action**
 - take action... or not
- **Results**
 - monitor results from improvement



How do we accomplish

- **Transparency** → E-Gov, ForeSee/ACSI Results, E-Gov Index
- **Participatory** → CS Citizen Feedback, analysis of satisfaction data, interactive (social) site capabilities
- **Collaborative** → E-Gov, interactive (social) site capabilities
- **Accountable** → ForeSee/ACSI results
- **Feedback** → CS Citizen Feedback



Questions ?

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